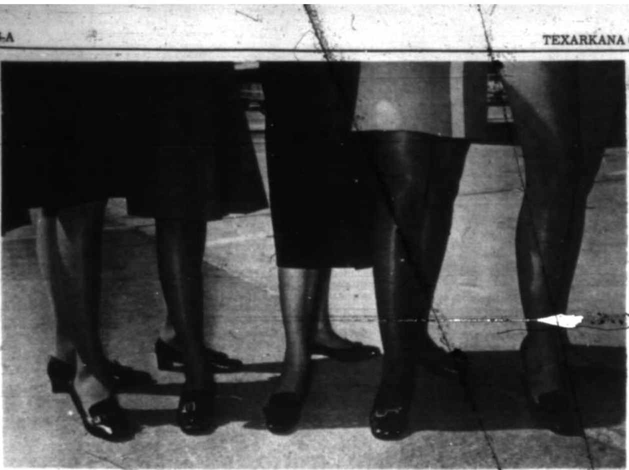


MIDI, MAXI, MINI, WOW! — For 40 years airline passengers have watched stewardess uniform hemlines range from midi to maxi to mini and most stops in between. This photo shows what hemlines looked like in (from left) the 1930s, 1940s, 1950s and 1960s. At far right is what fashion designers call the ulti. It is doubtful stewardess hemlines will go up that far any time soon.

Stewardess' Hemlines Shifting with the Times

By FRANK MACOMBER
Military-Aerospace Writer
Copley News Service

For nearly 40 years the nation's airlines have been changing planes — from Boeing trimotors of the early 1930s to the jumbo 747s of today.

With the constant change has come another recurring shift — in the height of airline stewardess' hemlines — from midi to maxi to mini and next to nobody knows what.

All of which is a sneaky way of reporting that the month of May marks the 40th anniversary of the airline stewardess, otherwise known as the traveling man's delight.

For nearly four decades air passengers have watched stewardess' uniform hemlines range upwards, downwards, then up again, with almost every stop in between as airlines competed to keep their girls fashionably attired.

Now, with fashion experts still arguing over what length will dominate skirt styles in 1970, designers face a tough decision as they plan new wardrobes for thousands of stewardesses.

Take Jean Louis, designer for 6,000 United Air Lines hostesses — an early-day noun for stewardesses. He must introduce a new ensemble by this summer.

Since millions of passengers fly on the nation's airliners each year, Louis' creations and those of other stewardess ensemble designers likely will have a greater impact on more people than the work of any other fashion expert in the world. The question about where hemlines should wind up this year is: how high is up?

The hemline is only one of countless changes since Ellen Church became the first airline stewardess May 15, 1930. She was one of a team of eight registered nurses who first flew for the Boeing Air Transport, a pioneer division of United Air Lines.

In those days hostesses wore a uniform of green wool twill topped by a shower cap-like tam. Skirts were below the knees unless the wind was blowing.

From the original eight the stewardess population has grown to about 50,000 around the world and likely will reach 75,000 by 1980 if air travel continues to mount at present rates.

One of the printable reactions of pilots when they first learned women were about to invade their airplanes as crew members went like this:

"What women? And on whose plane?"

Yet even the toughest of the gun-toting pilots (they were armed when carrying U.S. mail) soon began to appreciate the stewardesses.

They had to load and unload baggage, punch tickets on each flight, maintain cabin temperature by opening or closing windows, check floor bolts on each seat after every landing to make certain the seats still were fastened down and see that passengers didn't toss litter out of the cabin windows.

Who did most of these chores before the gals came along? The pilots.

The early stewardesses joined in bucket brigades to help fuel planes and push them into hangars. One of their chief duties was to make sure passengers didn't walk through the exit door instead of the one to the washroom, for they looked identical.

As now, stewardesses were responsible for meal service.

In the early 1930s, cold chicken sandwiches, bouillon, fresh fruits and drinks were brought aboard in picnic hampers. Hot meals didn't arrive until 1933.

When there were flight delays, stewardesses had to feed passengers on the ground. There weren't any airport restaurants yet, so passengers would be escorted to the nearest railroad station to dine.

If a weather or engine trouble delay reached 12 hours, the girls had to load the passengers on a train.

To fulfill all these duties, pioneer stewardesses often worked 110 hours a month or more. Sometimes they completed the full 13-stop, 17-hour flight from San Francisco to Chicago.

For their work the stewardesses received $125 a month and all the cold chicken they could eat.

Today the streamlined glamor girls of the skies make more money but work just as hard at a whole new set of tasks created as commercial aviation came of age and began to improvise to attract passengers.

But the stewardesses are pretty much the same — except for the hemlines.

The Texarkana Gazette
FOR THE WOMEN

Bowie County HD News

The Battle of the Budget Is On

By Bertezell Robertson

While keeping a sharp eye on the budget, it's essential to serve tasty, nutritious and attractive meals. Always shop with nutrition in mind; try to get as much nutrition as possible for the money you spend.

Here are some hints for smart shopping.

Advance planning can mean the difference between high cost and economical meals. Plan menus for a week at a time, and shop for staples no more than once a week. Frequent trips to the grocery store lead to impulse buying and higher food bills.

Newspaper food ads give information on sales that can mean savings and ideas for menus (thrifty meals needn't be dull). If the store is conveniently located and if you have storage space for sale items, you can save money. But don't buy anything just because it's on sale! If you family won't eat it, it isn't a bargain!

Make out a complete shopping list, but be flexible. If you find a better buy at the store, substitute. Add items to the list as you use them through the week, saving costly (in terms of impulse buying) "emergency trips" to the market.

Arrange your shopping list according to the layout of your store, saving time and steps. Get to know your store and its contents. Find out which days offer the best selections of meats and fresh produce.

Become familiar with brand names so you can recognize price changes. A price increase in one brand may indicate that you should compare brands and perhaps switch to a lower-priced brand. A price decrease may suggest a quantity purchase if you have sufficient storage space and can use the item.

Read labels to learn quality, size and weight. You needn't buy fancy grades of canned fruit and vegetables, especially for combinations such as stews, casseroles, fruit pies or cobblers. Lower grades are equally nutritious, and the flavor may be just as good as in higher grades.

Buy by weight rather than by volume, package size or number for better value comparison. For example, buy bread and fresh produce by the pound.

Compare costs of different forms of foods (fresh, canned, frozen, dried, etc.) To determine the best buy, divide the price by the number of servings. The lower price per serving is the thriftiest choice.

When buying meats, cost per serving, not cost per pound, is the best measure of value. For example, a boneless roast yields more servings per pound than a bone-in roast, and the cost per serving may be less, even though the cost per pound is higher.

ways. Improper storage and discarded leftovers are prime cause of waste, thus of higher food costs. To avoid unnecessary spoilage and waste, store food promptly and propertly when you return from shopping.

ANN LANDERS

Don't Tell Me, Tell Your Wife

DEAR ANN LANDERS: Everything in the world is changing and your column is a faithful reflection of those changes. So why don't you say something about society's unfair criticism of the married man who is forced to seek the warmth and companionship of someone other than his wife?

I was a faithful husband of 11 years. One evening it dawned on me that my wife had, in the space of a single hour, complained that I blew my nose too hard and looked "very old" in my new glasses. She criticized my table manners, my posture and the grammar of the girl who runs my office switchboard. And then she lectured me for 30 minutes because I didn't pay enough attention to her at a family dinner.

The very next morning I responded in a most natural way to the kindness and tenderness of the first woman who spoke to me — my secretary. For the past several months we have enjoyed a wonderful, warm relationship. She makes me feel like a man — something my wife never did. I am happy in her presence, yet there are very few places we can go because of unfair, unrealistic, archaic rules set up by society. I cannot divorce my wife because her father owns the business. Emotionally however, I left her long ago. There's a lesson here. I hope those who need it get it. — COLOR ME GONE

DEAR MR. GREAT-HEART: **No point in trying to reach you since you're Gone. To others who are still around and having similar problems, I suggest that you verbalize those feelings about your wife to her not to me — and make an attempt to heal your sick marriage. Or should I color you yellow?**

DEAR ANN LANDERS: I am a homosexual who is considering professional help. I have heard from several friends that psychiatry is a waste of time and money. A young man with whom I work told me he had nearly ten years of therapy but it didn't help him become the heterosexual person he wanted to be. Others in our gay group have said the same thing.

I have read several books on homosexuality and I am aware that the basic personality pattern of an individual is set by the time he is seven years of age. If this is true, what chance has a homo in his early 20's of turning straight?

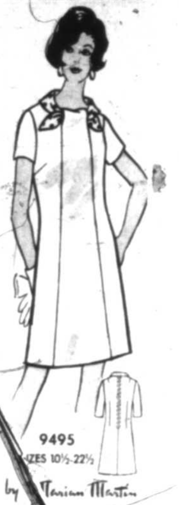
Has anyone ever made the switch through psychiatry or psychoanalysis? Several of us will be watching your reply with interest. — STRAIGHT TALK

DEAR T.: **The number of homosexuals who have been made heterosexual through therapy is not impressive. The most optimistic estimate is under four per cent. And in this group are those who were not true homosexuals in the classic sense.**

I recommend therapy for homosexuals who ask for counsel — not because I believe it will change them, but because it might help them handle other personality disorders which often accompany homosexuality. Therapy can help the homosexual accept himself as he is. It can also relieve him of the anxiety and bitterness which often makes his life unbearable.

Unsure of yourself on dates? What's right? What's wrong? Should you? Shouldn't you? Send for Ann Landers' booklet "Dating Do's And Don'ts," enclosing with your request 35c in coin and a long, self-addressed, stamped envelope.

Neckline News!
Printed Pattern



9495
SIZES 10½-22½
by Marian Martin

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Printed Pattern 9495: NEW Half Sizes [illegible] 12½, 14½, 16½, 18½, 20½, [illegible]. Size 14½ (bust 37) takes [illegible] yards 45-inch; ⅝ yd. 39-inch contr. scarf.

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Washcloth Over Drain Stops Noisy Gurgle

By POLLY CRAMER

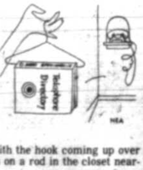
DEAR POLLY—One of the girls wanted to know what she could do about a gurgling noise made as the water drained out of her bathroom sink. To stop such noise in mine, I folded a washcloth, laid it over the drain and the water drained out more slowly and quietly.—MRS. M. K.

DEAR GIRLS—Just be careful not to leave that folded cloth over the drain or someone may turn the water on full force and leave it to run over.—POLLY

Polly's Problem

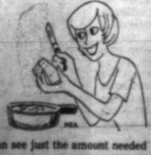
DEAR POLLY—A colorful plastic measure with a handle comes in each pound of coffee I buy. I would like to know if some of the readers could tell me what I could do with them, as they are too pretty to throw away.—MRS. H. H. H.

DEAR POLLY—I cannot hear the telephone ringing when I am working in the back yard, so my husband made a little door in the back screen that is large enough to put the phone through with a long cord. This saves many steps, as well as the satisfaction of knowing I always hear the ring.—MYRTLE



DEAR POLLY—Where to put the telephone book often poses a problem, particularly if one rents and does not have built-in shelves and nooks as in one's own home. Such places are usually scarce in the limited space of an apartment. I solved the problem this way: Insert the bottom bar of a wire coat hanger in the exact middle of the telephone book with the hook coming up over the back of the book. Hang this on a rod in the closet nearest your telephone.—BETTY

DEAR POLLY—About every two or three nights, I put my kitchen sponge right in the dishwasher with the dishes and it is easily cleaned and disinfected.—M. B.



DEAR POLLY—A shallow scratch on a table top can often be disguised by rubbing an ordinary eyebrow pencil over it to fill in the scratch. Finish by hand by rubbing lightly with wax.

When a recipe calls for just a little grated cheese, as for a topping, I hate to get out the big grater for such a little job. I whip out the potato peeler and shave off the small amount needed. The wisps are thin enough to melt easily and I can see just the amount needed as I sliver it off.—VICTORIA

You will receive a dollar if Polly uses your favorite homemaking idea, Polly's Problem or solution to a problem. Write Polly in care of this newspaper.

Son of Hooks Couple Weds

Miss Patricia A. Minas, daughter of Mr. and Mrs. Robert Minas of Amsterdam, N.Y. became the bride of Robert L. Moore Jr., son of Mr. and Mrs. Robert Moore of Hooks, Tex., at 2 p.m. Saturday, May 23, at Saint Michael's Church in Amsterdam.

Given in marriage by her father, the bride was attended by Miss Linda Peconie, maid of honor, Miss Nancy Minasi, Miss Paula Burnell and Miss Sharon Sainato, bridesmaids.

Michael Hoole of Boston, Mass. served the bridegroom as best man. Ushers were Rocco Minasi, David DeOrdio and Brian Kelly.

Following the ceremony a reception was held at Holiday Inn in Johnstown, N.Y.

After a wedding trip to the Pocono Mountains, the couple will establish a temporary home in San Angelo, Tex.

The bride-elect is a graduate of Wilbur H. Lynch High School and Central City Business Institute, Syracuse, N.Y. She is a legal secretary. Mr. Moore was graduated from Midway High School, Waco, Tex., attended College at Banden, Ore. and the U.S. Air Force Academy, Colorado Springs, Col. He also studied foreign languages at Syracuse, University.

Mrs. Robert L. Moore Jr.

Versatile Addition

The Mexican-inspired poncho can be a versatile addition to your spring and summer fashion wardrobe. A multicolored one can go over pants, casual skirt, shorts and even a bathing suit.

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GOSPEL MEETING
May 31 Thru June 5, 8 P.M.
Sunday Services 11: A.M.
CHURCH OF CHRIST
Genoa — Central

Brother Jim Massey, 39 years old, B.A. and M.A. degrees from Harding College. Taught six years at Alabama Christian College and five years at Lubbock Christian College. Spent four years in Nigeria, and now preaches for the University Church in Lubbock. Has done local work in Mississippi, Arkansas, Alabama, Tennessee, and Texas. He is also head of the Bible Department at Lubbock Christian College.

Jim Massey
George Stegal
Song Leader

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